

REMARKS

Claims 1, 4-9 and 12-16 are currently pending in this application.

Claims 4 and 17 have been objected to for minor informalities. Claims 1 and 15 which now include the limitations of original claim 4 and 17, respectively, have been amended to overcome these informalities.

Claims 1, 4-9 and 12-16 stand rejected under 35 USC 102(b) as being anticipated by U.S. Patent Publication No. 2002/0042733 to Lesandrini et al. Applicant will argue the inapplicability of these rejections to the amended claims.

Independent claim 1 and independent claim 9 each recite, among other features, that “user reaction data comprises at least one of point-and click data, and said point and click data is collected from the advertisement being displayed and comprises at least one of location of at least one feature in the advertisement with a greater impact and location of first feature noticed in the advertisement”.

Lesandrini et al. discloses various methods for performing research over the Internet. While Lesandrini et al. discusses gathering information about advertisements or commercials from users, it is respectfully submitted that Lesandrini et al. does not disclose the invention recited in claims 1 and 9. Specifically, Lesandrini et al. does not disclose gathering point and click data from the advertisement being displayed, wherein the point-and-click data comprises at least one location of at least one feature in the advertisement with a greater impact and location of the first feature noticed in the advertisement. While Lesandrini et al. may ask a user to comment on an advertisement which has been shown to the user, Lesandrini et al. does not ask the user to point-and-click on at least one feature of the advertisement while the advertisement is being displayed. Y asking the user to provide the requested point-and-click information, the data can be used to determine various valuable

characteristics of the advertisement, such as, which feature of the advertisement had the greatest impact and/or which features were noticed first by the user.

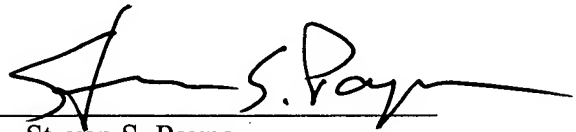
In view of the above, it is respectfully submitted that amended independent claims 1 and 9 are not anticipated by Lesandrini et al. Furthermore, it is respectfully submitted that dependent claims 4-8 and 12-16 are also not anticipated by Lesandrini et al. for at least the reasons set forth above.

In view of the above, it is respectfully submitted that the application is now in condition for allowance. Prompt notice of same is earnestly solicited. If the Examiner believes that a telephone interview may expedite the prosecution of the Application, the Examiner is invited to contact the below attorney at the indicated telephone number.

Respectfully submitted,

Arator IP Law Group, PLLC

By:

A handwritten signature in black ink, appearing to read "S. Payne", written over a horizontal line.

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